

## Request for Quotation

**Country:** Pakistan

**Employer:** [Ministry of Federal Education & Professional Training]

**Project:** [Pandemic Response Effectiveness Project (PREP)]

**Project No:** IDA Credit # 6590

### **Project /Reference No:6590 PREP RFQ-Event Management and Communication Firms:**

The Ministry of Federal Education & Professional Training, Pakistan has received financing from the World Bank toward the cost of the Pandemic Response Effectiveness Project (PREP) and intending to organizing a two-day 'The Learning International Conference' on 21 and 22nd June 2023 at the Serena Hotel in Islamabad, Pakistan. The event most important part of its Communication Campaign which is expected to **facilitate the government's work on the foundational reading Accelerator campaign** by supporting planning and execution on the MoFEPT's foundational learning conference, planned for June 2023. Therefore, under the event for two separate Lots (**Lot-1** for Hiring of a Firms for Logistics arrangement /event management firm for Learning Conference and Others for its media campaign **Lot-2** For Its hiring of firm for Specific media/ Communication Campaign).

The Conference is being organized with technical support from international development partners, with participation of international experts, representatives of the federal and provincial education departments, non-governmental organizations, and think-tanks. Early Childhood Education and Accelerating Foundational Literacy are part of conference themes and high priority national agenda in Pakistan. The Learning Conference is expected to not only reiterate the federal government's commitment but to use the opportunity to develop consensus among all federating units for increased and focused investments in the future of foundational learning in Pakistan

2. The Ministry of Federal Education & Professional Training, Federal is looking for those firms having with prior experience of organizing high-level events and arranging big scale level logistics arrangements. Therefore MOFEPT invites the Event Managements and Communication Firms for the following two days International conference on 21<sup>st</sup> and 22<sup>nd</sup> June 2023. The firms and/or its staff should also have the capacity to handle all 150 people logistics to organize a 2-day, government-led conference with key stakeholders as part of the foundational reading literacy program, including content moderation, briefing preparation, and logistics. The selected scope of the work will be, as follows among others:

- (i) Support the MoFEPT to organize a conference with high-level government (federal and provincial) participation to emphasize foundational reading across Pakistan. All development partners, policymakers, parliamentarians, relevant civil society members, and/or practitioners will be invited. The goal of the conference will be to devise a set of strategic pathways and workplans to fast-track progress in improving foundational learning outcomes and execute the Accelerator Investment Case developed in 2022. Sessions will be led by international experts on foundational

learning. The conference will also showcase success-stories from past reading centric projects.

- (ii) Arrange venue (Sheesh Mahal hall, Serena Islamabad), make requisite arrangements for the effective roll-out of the sessions, provide logistical support including accommodation and travel to national and international experts, representatives of education departments, development partners, and technical advisory organizations. 15 -20 guests will require a stay at the Serena for two to three nights, with a similar number of guests booked at Marriott / Roomy Signature and at Hotel One / Regency. Total number of participants would be approximately 150 or more than 150 and list will be provided from the ministry with breakup of staying in hotel with accommodation or without. The firm will also arrange local transport only for those guests who are residing in other hotels to the conference venue at Serena Islamabad and back, as well as airport pick-up and drop-off.
- (iii) **Learning Conference Communication Campaign** aims to create awareness/advocacy and to engage diverse stakeholders **through Social Media ads /Printing Material Dissemination** to devise and to address the challenge of inequitable early childhood education and insufficient foundational learning in Pakistan. The conference is expected to do the coverage of campaign around following aspects: (I) Provide a platform for sharing local and global best practices and innovative approaches in early childhood education and foundational learning.(II)Facilitate collaboration and partnerships among different stakeholders, including government, civil society organizations, development sector and private entities.(III)Identify resources and funding for early childhood education and foundational learning in Pakistan, leveraging public-private partnerships and innovative financing mechanisms.(iv)Promote evidence-based policy and practice to accelerate (remedial) foundational learning and early childhood education.

No.		Qualification & Experience Criteria
LOT-1	<b>Event management firm for logistic arrangements for International conference</b>	Nationally/ internationally recognized Event Management Firm. Minimum 3 Years of Experience in arranging Such Related conferences and recognized for providing logistic support.  Accommodation reservations in Hotels arrangement of food and facility services like stationery excluding facilitators /panelist which will be provided by the Government for 2 days conference/ workshop depending upon each area requirement. Prior experience of conducting such conferences for donor funded and public sector projects will be accorded due weightage.
LOT-2	<b>Communication Campaign Firm Coverage for the Entire 'The International Learning</b>	The firm will provide and run the full conference Communication campaign coverage with reference

	<p><b>Conference' in June 2023 in Islamabad-Pakistan</b></p>	<p>to communication needs, branding and projection of the event with specific tasks outlined below:</p> <p>Minimum 3 Year Experience is required for Selection of the firm based on the operational and technical capabilities of the firm and its level of knowledge and experience of working on similar assignments in the past. A strong track record of engagement with the government and development partners and other key stakeholders around communication coverage of high-profile events and conferences. The firm should exhibit experience in effective conference coverage and communication framework to support the theme of the subject conference.</p>
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## **LOT-1 EVENT MANAGEMENT FIRM**

<b>Boarding &amp; Lodging</b>			<b>Cost</b>	<b>Total Cost inclusive of Taxes</b>
<b>Cost Component</b>	<b>Duration 2 days</b>	<b>Design</b>		
<p>Logistic Expenses (Boarding, Lodging &amp; Other related Expenses including transportation.</p>		<p>Logistics support (Islamabad) Drop-off and pick-up of guests staying at the hotels other than Serena Hotel to the Conference venue on June 21st and June 22nd 2023</p> <p>07 Toyota Corolla / Honda Civic cars to be available at either hotels other than Serena for the pick/drop on both Conference days</p>		
<p>Room Accommodation Charges for 60 guests (each day) on 21st and 22ND June 2023 including Guests meals Serena Hotel Marriott Hotel</p>		<p>60 guests for each day 45 room nights at Serena Hotel 45 room nights at Marriott Hotel 45 room nights at Roomy (F-6) or Ramada Hotel</p>		

<p>Roomy / Ramada Hotel</p>		<p>20 rooms at Serena on 20th and 21st June nights 5 rooms at Serena on 22nd June night</p> <p>20 rooms at Marriott Hotel on 20th and 21st June nights 5 rooms at Marriott Hotel on 22nd June night</p> <p>20 rooms at Roomy (F-6) / Ramada Hotel on 20th and 21st June nights 5 rooms at Roomy (F-6) / Ramada Hotel on 22nd June night</p> <p>Costs of the guests' breakfast, dinner, two pieces laundry per day for all guests to be covered by the firm</p>		
<p><b>Venue Management</b></p>				
<p>Venue Arrangements Registration desk Lanyards Conference brochures</p>		<p>350 standard lanyards with pre-printed Conference content.</p> <p>500 copies each of a Conference folder (color).</p> <p>500 copies each of the Conference program (color, 4-pager).</p> <p>500 copies each of 10 session briefs (1-page each, in color).</p> <p>Designs of the printed material will be provided to the firm 07 days before the Conference</p>		
<p>Virtual connectivity</p>		<p>Arrangements for virtual connectivity of participants and panelists via Zoom/Microsoft Teams</p>		

Shell stalls		6 shell stalls (including electrical connections, tables and chairs) of 3m x 3m		
Conference venue Hall Charges for 150 guests each day Sheesh Mahal Hall + Kehkashan Hall, Serena Hotel		150 guests (each day) 21st and 22nd June 2023		
Food Charges for Hall		Two tea breaks per day One lunch per day		
<b>Total Cost inclusive of all Taxes</b>				

## **LOT-2 COMMUNICATION /MEDIA CAMPAIGN**

<b>PART B for Communication Campaign and Material</b>				
<b>S.No.</b>	<b>Description</b>	<b>Per Unit</b>	<b>Cost Per Unit</b>	<b>Total Cost</b>
1	Webpage Development & Management	1		
2	Branding & Conference Theme Designing	1		
3	Conference Logo/Slogan	1		
4	Colour Theme according to subject (Cloth draping, flowers and lighting)	1		
5	Rollup Standee with printing	20		
6	Backdrop/SMDs stage set up	1		
7	Pillar Drops banner/media wall	10		
8	Flyers/brochure	250		
9	Writing Pads/Pen/ set	250		
10	Giveaways (Mugs/Key Chains etc.)	200		
11	Outdoor Branding (Poll Streamers) Size 6x3 ft	300		
12	Conference Video/Photography	1		
13	Media Management Arrangements	1		
14	Short Video Content for Documentary	1		
15	Venue Setup arrangement/décor	1		
16	Social Media Conference Campaigning	1		
17	Print Media Ads (National Urdu & English Newspapers)	5		
18	Transportation & Other allied services	1		

19	Any other requirement as and when required , cost will be added (security, other allied services)			
	Net Total			
20	Services Charges (including desing for event branding and promotional materials) @ 15%			
	Gross Total			
	GST on Supplies 18%			
	<b>Total including GST</b>			

3. Scope of service /TORs can be downloaded from at <http://www.mofept.gov.pk> or through information from Program Coordination Unit (PCU), Ministry of Federal Education & Professional Training [farhat.shafiq.mofept@gmail.com](mailto:farhat.shafiq.mofept@gmail.com) or [gadir Khan1990@gmail.com](mailto:gadir Khan1990@gmail.com) and inquire about the document during office hours [i.e. 0900 to 1700 hours] at the address given below.
4. Quotations submitted after prescribed time and date shall not be entertained.
5. Interested firms should be GST, STN & NTN registered.
6. The quotation validity required is 30 days from the date of submission of quotation.
7. The provision of purchase order/contract is subject to approval of the quotations by the competent authority, which shall be final. The Program will not be responsible for any costs or expenses incurred by the participating firms in connection with the preparation or delivery of quotation.
8. Payment shall be made within 30 days after issuance of contract as per payment terms basis after completion of 100% each deliverables against each submission of Invoice and final payment would be on Completion Report along with supporting documents including Delivery of the conference along with conference report and key takeaways of conference presented in a document directory submitted to the MoFEPT and the World Bank.
9. Payments for Lot-2 would be made as per satisfactory conference communication arrangements as endorsed by MoFEPT with Completion of each deliverable as per payment terms into the contract for conference. Final Payment would be on the basis of invoice submission of the videos and photo document directories to the MoFEPT and the World Bank.
10. Any Bidder if found engaged in corrupt or fraudulent practices (including collusion / polling), will be declared ineligible either indefinitely or for a stated period of time.
11. The Program also reserves the right to increase, decrease, delete the number of participants to be before the issuance of "award letter" to the "Lowest Evaluated Bidder".
12. Firms must submit with their response with fully developed documentary video for Lot-2 for clip for 5 Minutes along with learning techniques backed by evident for conference. The content will be given from the program for generating the video.
13. The Program reserves the right to accept or reject one or all the quotations either fully or partially without assigning any reason thereof with approval justification as per world bank guidelines.
14. Submit a financial soundness certificate and listing at least 3 Clients and Reference Letters to whom similar requirements have been provided.

15. Quotations must be delivered at the address and to the representative, mentioned herein below on or before 1430 hours on 05<sup>th</sup> June 2023 and quotations will be opened on the same day by the committee at 15.00 Hours. Technical and financial will be sealed separately. Total Package will be considered for all lots and partial quotations would not be accepted.
16. Event firm will be selected in accordance with the procedures set out in the World Bank's Guidelines: through Single stage Single envelop method on the basis Least Cost Selection Method under non consultancy services.

***Program Coordination Consultant  
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# **Arrangement of The Learning Conference & its Communication Campaign in June 2023**

## **PART -A**

### **Event Management (Logistics) – Terms of Reference**

#### **Background**

The Ministry of Federal Education & Professional Training (MoFEPT) is organizing a two-day 'The Learning Conference' on 21 and 22nd June 2023 at the Serena Hotel in Islamabad, Pakistan.

The Conference is being organized with technical support from international development partners, with participation of international experts, representatives of the federal and provincial education departments, non-governmental organizations, and think-tanks. Early Childhood Education and Accelerating Foundational Literacy are part of conference themes and high priority national agenda in Pakistan. The Learning Conference is expected to not only reiterate the federal government's commitment but to use the opportunity to develop consensus among all federating units for increased and focused investments in the future of foundational learning in Pakistan.

#### **Conference objectives**

The Learning Conference (TLC) aims to engage diverse stakeholders to be able to devise pathways to address the challenge of inequitable early childhood education and insufficient foundational learning in Pakistan. The conference is expected to:

- Provide a platform for sharing local and global best practices and innovative approaches in early childhood education and foundational learning
- Facilitate collaboration and partnerships among different stakeholders, including government, civil society organizations, development sector and private entities
- Identify resources and funding for early childhood education and foundational learning in Pakistan, leveraging public-private partnerships and innovative financing mechanisms
- Promote evidence-based policy and practice to accelerate (remedial) foundational learning and early childhood education.

#### **Scope of work**

The Ministry of Federal Education and Professional Training is looking for a firm with prior experience of organizing high-level events and arranging logistics. The event is expected to **facilitate the government's work on the foundational reading Accelerator campaign** by supporting planning and execution on the MoFEPT's foundational learning conference, planned for June 2023.



The firm and/or its staff should also have the capacity to handle all logistics to organize a 2-day, government-led conference with key stakeholders as part of the foundational reading literacy program, including content moderation, briefing preparation, and logistics. The selected firm will, among others:

- (i) Support the MoFEPT to organize a conference with high-level government (federal and provincial) participation to emphasize foundational reading across Pakistan. All development partners, policymakers, parliamentarians, relevant civil society members, and/or practitioners will be invited. The goal of the conference will be to devise a set of strategic pathways and workplans to fast-track progress in improving foundational learning outcomes and execute the Accelerator Investment Case developed in 2022. Sessions will be led by international experts on foundational learning. The conference will also showcase success-stories from past reading centric projects.
  
- (ii) Arrange venue (Sheesh Mahal hall, Serena Islamabad), make requisite arrangements for the effective roll-out of the sessions, provide logistical support including accommodation and travel to national and international experts, representatives of education departments, development partners, and technical advisory organizations. 15 -20 guests will require a stay at the Serena for two to three nights, with a similar number of guests booked at Marriott / Roomy Signature and at Hotel One / Regency. The firm will also arrange local transport for guests residing in other hotels to the conference venue at Serena Islamabad and back, as well as airport pick-up and drop-off.

<b>S#</b>	<b>Arrangement required</b>	<b>Notes</b>
1	Conference venue Sheesh Mahal Hall + Kehkashan Hall, Serena Hotel	150 guests (each day) 21 <sup>st</sup> and 22 <sup>nd</sup> June 2023 Two tea breaks per day One lunch per day
2	Venue Arrangements Registration desk Lanyards Conference brochures	<ul style="list-style-type: none"> <li>• 350 standard lanyards with pre-printed Conference content</li> <li>• 500 copies each of a Conference folder (color)</li> <li>• 500 copies each of the Conference program (color, 4-pager)</li> <li>• 500 copies each of 10 session briefs (1-page each, in color)</li> </ul> Designs of the printed material will be provided to the firm at least 07 days before the Conference
3	Guests' accommodation and meals Serena Hotel Marriott Hotel	<b>60 guests</b> 1.45 room nights at Serena Hotel 2.45 room nights at Marriott Hotel 3.45 room nights at Roomy (F-6) or Ramada Hotel

	Roomy / Ramada Hotel	<ul style="list-style-type: none"> <li>• 20 rooms at Serena on 20<sup>th</sup> and 21<sup>st</sup> June nights</li> <li>• 5 rooms at Serena on 22<sup>nd</sup> June night</li> <li>• 20 rooms at Marriott Hotel on 20<sup>th</sup> and 21<sup>st</sup> June nights</li> <li>• 5 rooms at Marriott Hotel on 22<sup>nd</sup> June night</li> <li>• 20 rooms at Roomy (F-6) / Ramada Hotel on 20<sup>th</sup> and 21<sup>st</sup> June nights</li> <li>• 5 rooms at Roomy (F-6) / Ramada Hotel on 22<sup>nd</sup> June night</li> </ul> <p>Costs of the guests' breakfast, dinner, two pieces laundry per day for all guests to be covered by the firm</p>
4	Logistics (in Islamabad)	<p><b>Logistics support (Islamabad)</b> Drop-off and pick-up of guests staying at the hotels other than Serena Hotel to the Conference venue on June 21<sup>st</sup> and June 22<sup>nd</sup> 2023</p> <p>07 Toyota Corolla / Honda Civic cars to be available at either hotels other than Serena for the pick/drop on both Conference days</p>
5	Virtual connectivity	Arrangements for virtual connectivity of participants and panelists via Zoom/Microsoft Teams
6	Shell stalls	6 shell stalls (including electrical connections, tables and chairs) of 3m x 3m

(iii) **Schedule of payment**

1. The firm will be engaged on a two-month contract starting at signing.
2. 25 % On signature, inception meeting with the World Bank team, and proposed outline for TA support
3. 25% On satisfactory proceeds of conference arrangements as endorsed by MoFEPT
4. 50% Delivery of the conference along with conference report and key takeaways of conference presented in a document directory submitted to the MoFEPT and the World Bank.

(iv) **Eligibility criteria for the learning event firm**

Selection of the firm will be based on the operational and technical capabilities of the firm and its level of knowledge and experience of working on similar assignments in the past. A strong track record of engagement with MoFEPT, provincial education departments and other key stakeholders (public representative, development partners, civil society organizations) around the foundational learning agenda and organizing learning events is key for successful implementation of this assignment. The firm should exhibit experience in dialogue, goal setting, advocacy, logistics and prioritization around foundational learning and inputs that strengthen the theme of the subject conference.

(v) **Administrative and functional responsibilities**

The firm will closely work with MoFEPT and World Bank for smooth completion of all the work.

## **PART - B**

### **Communications Firm – Terms of Reference**

(vi) **Scope of Work: Learning Conference Communication Campaign** aims to create awareness/advocacy and to engage diverse stakeholders **through Social Media ads /Printing Material Dissemination** to devise and to address the challenge of inequitable early childhood education and insufficient foundational learning in Pakistan. The conference is expected to do the coverage of campaign around following aspects: (I) Provide a platform for sharing local and global best practices and innovative approaches in early childhood education and foundational learning.(II)Facilitate collaboration and partnerships among different stakeholders, including government, civil society organizations, development sector and private entities.(III)Identify resources and funding for early childhood education and foundational learning in Pakistan, leveraging public-private partnerships and innovative financing mechanisms.(iv)Promote evidence-based policy and practice to accelerate (remedial) foundational learning and early childhood education. The firm will provide full conference coverage with reference to communication needs, branding and projection of the event with specific tasks outlined at **Annex-A:**

(i) **Schedule of payment**

1. The firm will be engaged on a two-month contract starting at signing.

2. 25 % On signature, inception meeting with the World Bank team, and proposed outline for TA support
3. 25% On satisfactory proceeds of conference communication arrangements as endorsed by MoFEPT
4. 50% Completion of the conference proceeds and submission of the videos and photo directories to the MoFEPT and the World Bank

**(iii) Eligibility criteria for the learning event firm**

Selection of the firm will be based on the operational and technical capabilities of the firm and its level of knowledge and experience of working on similar assignments in the past. A strong track record of engagement with the government and development partners and other key stakeholders around communication coverage of high-profile events and conferences. The firm should exhibit experience in effective conference coverage and communication framework to support the theme of the subject conference.

**(ii) Administrative and functional responsibilities**

The firm will closely work with MoFEPT and World Bank for smooth completion of all the work.

**Annex-A****PART B**

<b>S.No.</b>	<b>Description</b>	<b>Unit</b>
1	Webpage Development & Management	1
2	Branding & Conference Theme Desiging	1
3	Conference Logo/Slogan	1
4	Colour Theme according to subject (Cloth draping, flowers and lighting)	1
5	Rollup Standee with printing	20
6	Backdrop/SMDs stage set up	1
7	Pillar Drops banner/media wall	10
8	Flyers/brochure	250
9	Writing Pads/Pen/ set	250
10	Giveaways (Mugs/Key Chains etc.)	200
11	Outdoor Branding (Poll Streamers) Size 6x3 ft	300
12	Confrence Video/Photography	1
13	Media Management Arrangements	1
14	Short Video Content for Documentary	1
15	Venue Setup arrangement/décor	1
16	Social Media Confrence Campaigning	1
17	Print Media Ads (National Urdu & English Newspapers)	5
18	Transportation & Other allied services	1
19	Any other requirement as and when required , cost will be added (security, other allied services)	
	Net Total	
20	Services Charges (including desing for event branding and promotional materials) @ 15%	